

**ABSTRACT**

An ultrasound diagnostic apparatus according to the present invention includes means for generating a tomographic image from a reflected echo signal received by the probe corresponding to an ultrasound wave transmitted by a probe put on an object to be examined, means for measuring a displacement of the object's tissue and calculating elasticity information on the basis of a reflected echo signal received from the object corresponding to an ultrasound wave transmitted while the pressure applied when the probe is put on the object is changed, and generating a color elasticity image from the elasticity information, means for generating a translucent image from the color elasticity image on the basis of image information of either the tomographic image or the color elasticity image, and overlapping the translucent image and the tomographic image, and means for displaying the combined image. With this structure, relation between the tissue and its elastic behavior can be properly diagnosed with the ultrasound diagnostic image.